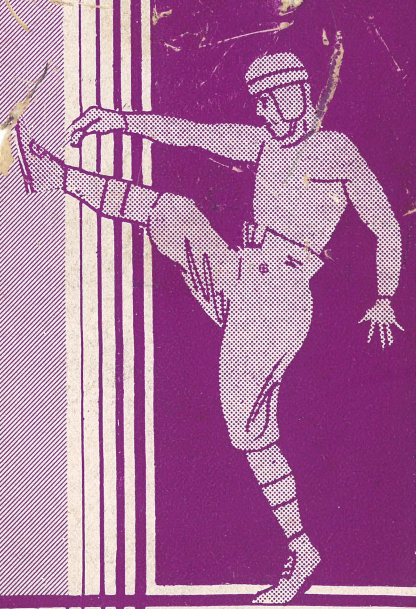
CENTENARY

«VS»

Louisiana State Normal

Stadium Dedication



SATURDAY
OCTOBER 8th.
1932

«»

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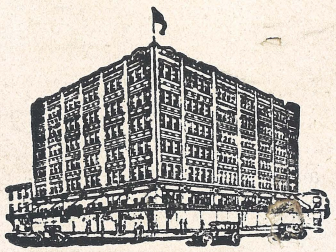

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SHREVEPORT'S LEADING STORE *for* MEN *and* BOYS

Centenary College of Louisiana

This institution was founded in the year 1825, at Jackson, Louisiana, under the name of "The College of Louisiana." Later the name was changed to "Centenary College of Louisiana."

In the minute book of the faculty, under date of October 7th, 1861, the following appears written across the entire page:

"Students have all gone to war.
College suspended and God help the right!"

College buildings were occupied by the Union troops throughout the Civil War. Much damage was done to all of the property, with the exception of the Union Literary Society Hall. It is presumed that its name protected it.

One of the unique regulations of the college at this period, was one limiting the number of hound dogs that a student might bring to school with him to two. This regulation still remains.

At the beginning of the 108th Session of the College beginning upon September 19, 1932, a most remarkable change is noticed relative to the growth of the College. When Centenary first moved to Shreveport in 1908, the student body was nominal. The enrollment for 1920 was 43. The enrollment for 1932 is 900.

Whereas, the College was without any special endowment fund in its early days, as of June, 1932, this fund totaled $770,000.

As an annual commercial value to the City of Shreveport the 900 students are worth approximately $900,000.

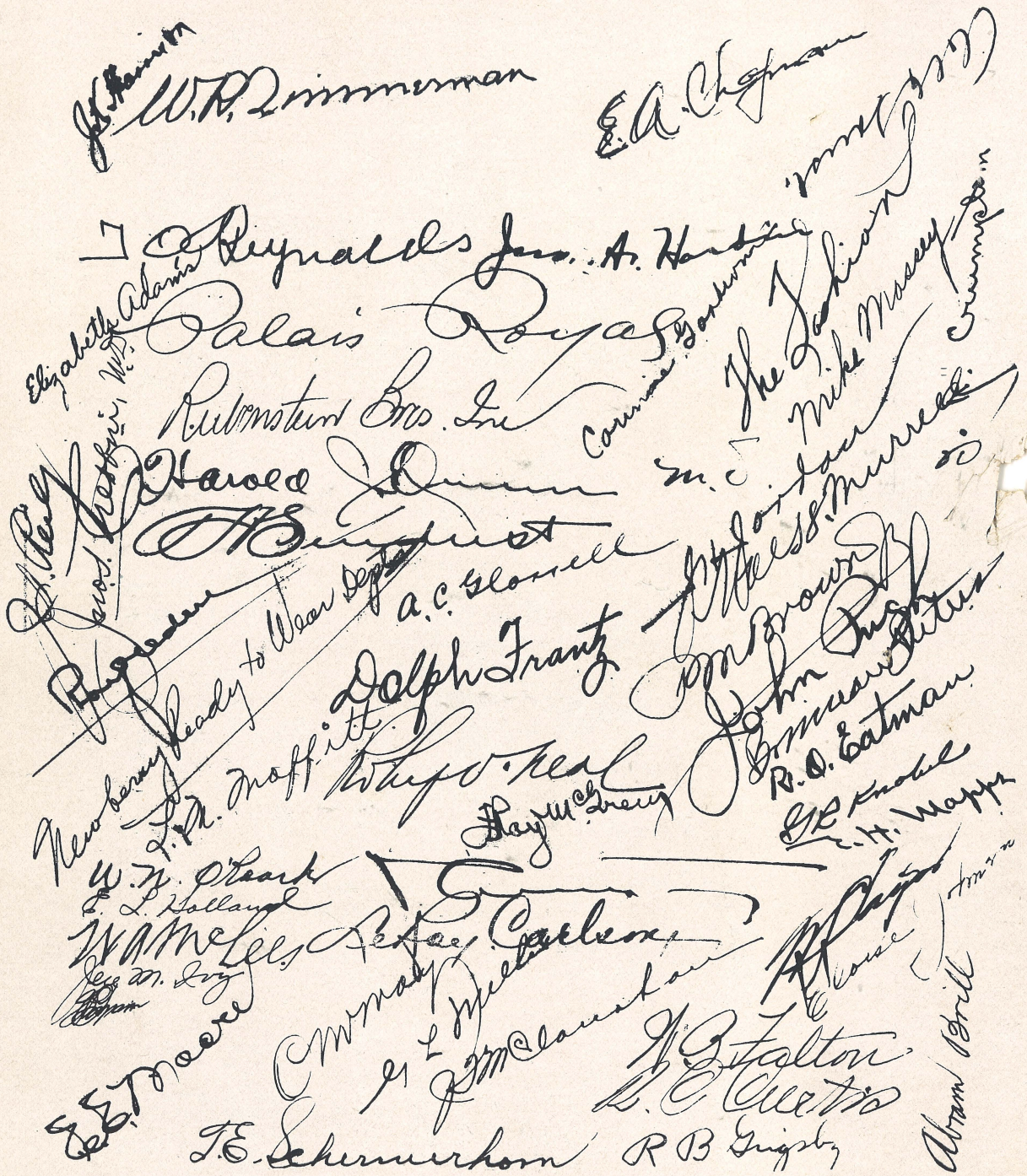
Centenary is a member of the Association of Colleges and Secondary Schools of the Southern States, the Association of American Colleges, and the Southern Intercollegiate Athletic Association.

Since 1921, the College has graduated 535 students. The class of 1932, numbered 70 members.

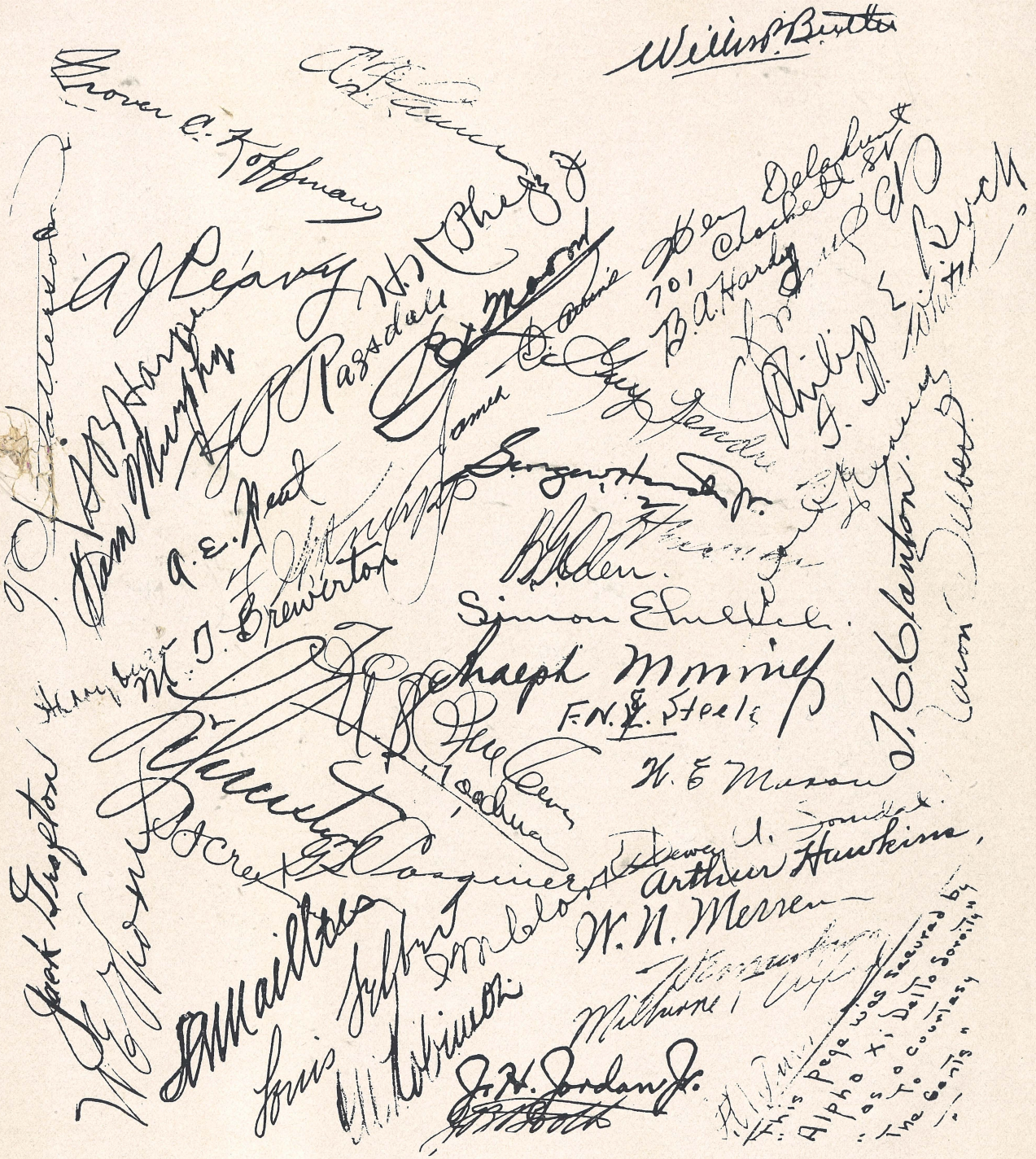
There are at present at the school, students from 15 States of the United States and six foreign countries.

Centenary has now reached its limit in enrollment. The great need of the College is for new buildings and additional endowment to adequately care for the students now in attendance, as well as for those who wish to come.

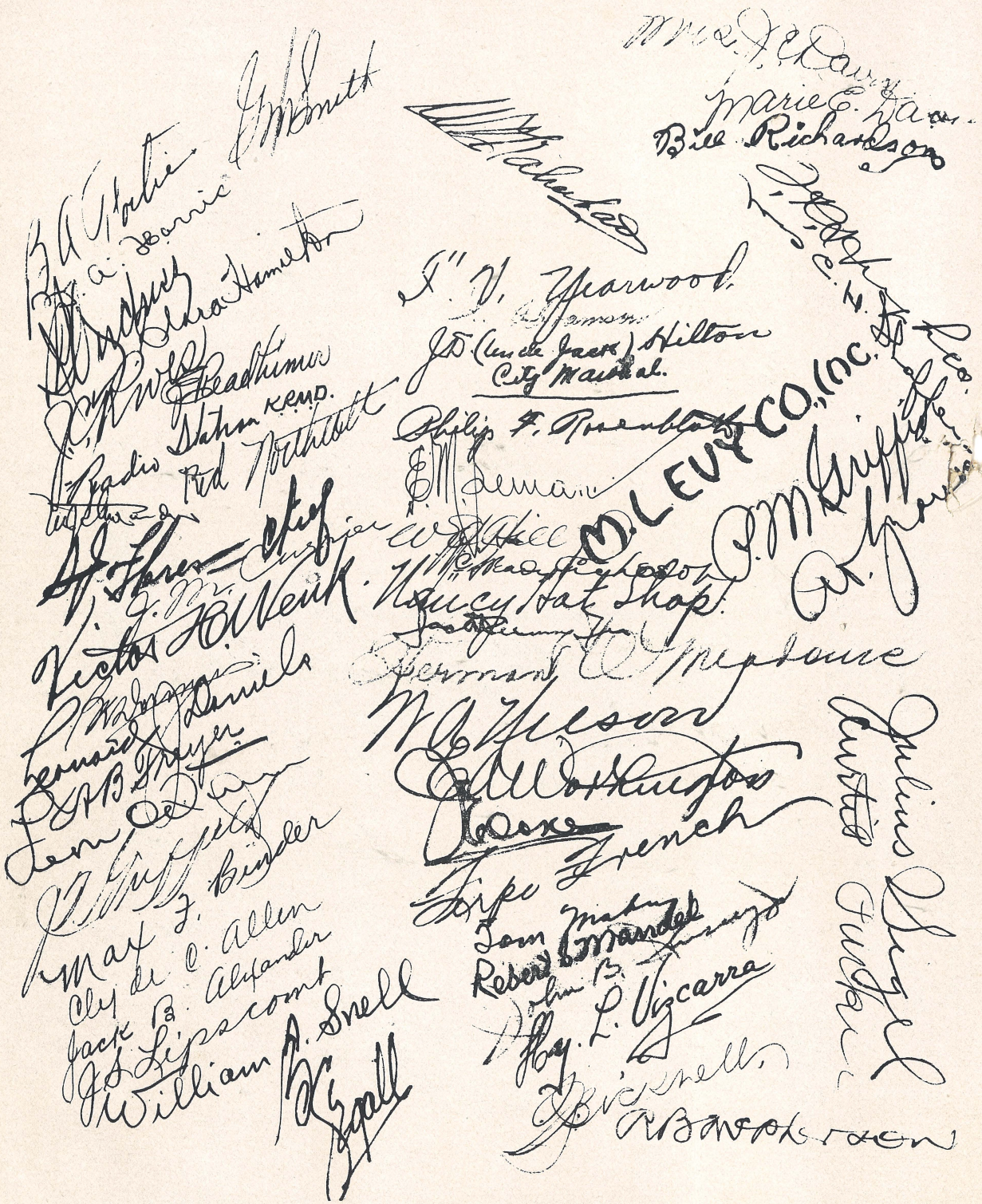
Boosters of Shreveport and Centenary



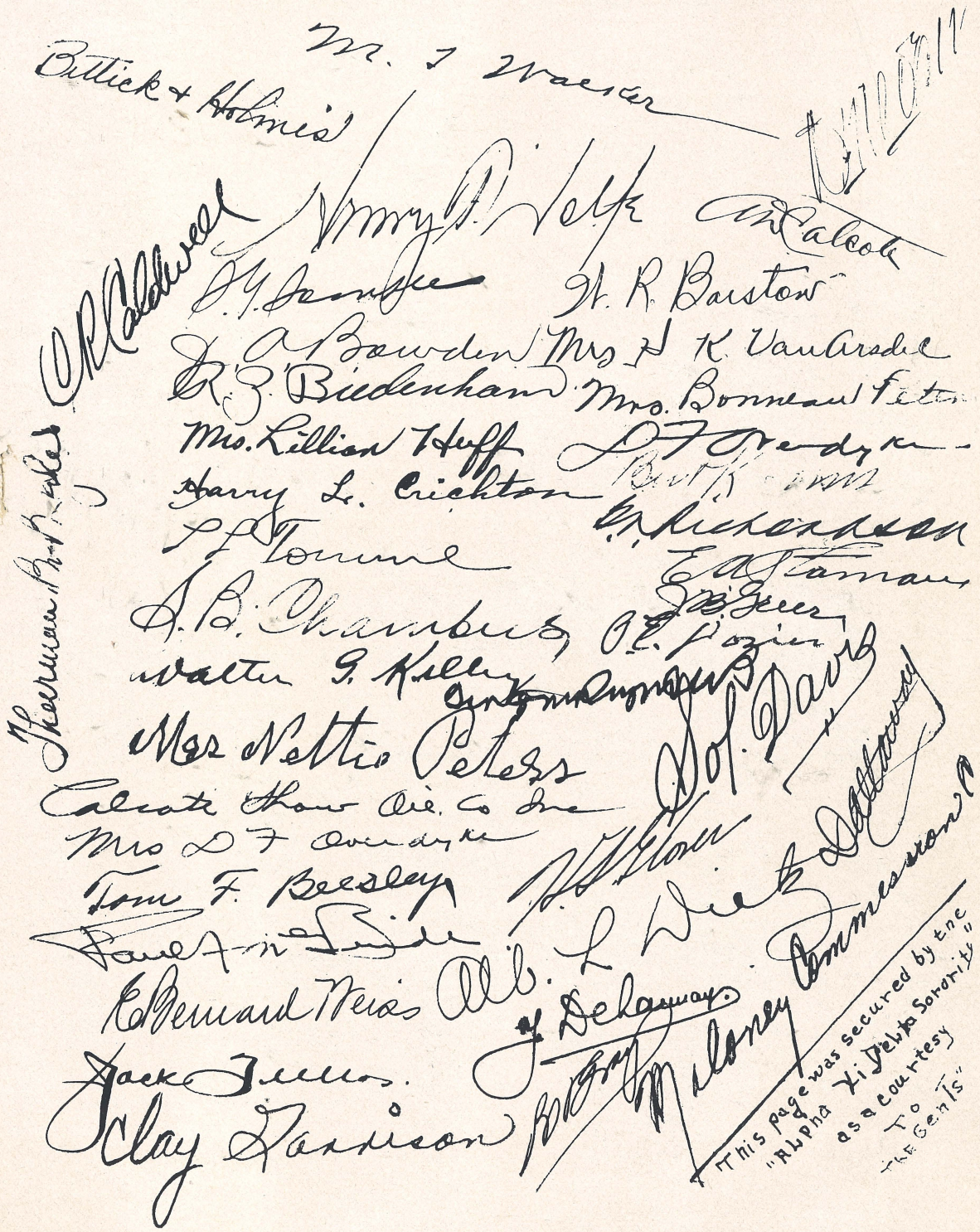
Boosters of Shreveport and Centenary



Boosters of Shreveport and Centenary



Boosters of Shreveport and Centenary



Centenary Opponents

Texas University

Sept. 24—Daniel Baker at Austin.
Oct. 1—Centenary at Austin.
Oct. 8—Missouri at Columbia.
Oct. 15—Oklahoma at Dallas.
Oct. 22—Rice at Houston.
Oct. 29—S. M. U. at Austin.
Nov. 5—Baylor at Waco.
Nov. 12—T. C. U. at Ft. Worth.
Nov. 18—Arkansas at Fayetteville.
Nov. 24—A. & M. College at Austin.

Mississippi University

Sept. 24—Miss. State Teachers College at Oxford, Miss.
Oct. 1—Univ. of Tennessee, at Knoxville, Tenn.
Oct. 8—Howard College at Oxford, Miss.
Oct. 15—Centenary College at Shreveport, La.
Oct. 22—Univ. of Alabama at Tuscaloosa, Ala.
Oct. 29—Auburn at Montgomery, Ala.
Nov. 5—Univ. of Minnesota at Minneapolis, Minn.
Nov. 12—Sewanee at Oxford, Miss.
Nov. 19—Southwestern at Memphis, Tenn.
Nov. 24—Miss. A. & M. at Starkville, Miss.
Dec. 3—Univ. of Tulsa at Tulsa, Okla.

Southern Methodist University

Sept. 24—Denton Normal at Dallas.
Oct. 1—Texas Tech at Dallas.
Oct. 8—Rice Institute at Dallas.
Oct. 15—Syracuse University at Syracuse, N. Y.
Oct. 22—Centenary College at Dallas.
Oct. 29—Texas University at Austin.
Nov. 5—Texas A. & M. at Dallas.
Nov. 12—University of Arkansas at Dallas.
Nov. 19—Baylor University at Dallas.
Nov. 26—T. C. U. at Dallas.
Dec. 3—Univ. of Nebraska at Dallas.

Texas A. & M.

Sept. 24—Texas Tech at Amarillo.
Sept. 24—Southwestern University vs. A. & M. "B" Squad at College Station.
Oct. 1—Tulane at New Orleans.
Oct. 8—Texas A. & I. at College Station.
Oct. 15—T. C. U. at College Station.
Oct. 22—Baylor University at Waco.
Oct. 29—Centenary at Shreveport.
Nov. 5—S. M. U. at Dallas.
Nov. 12—Rice Institute at College Station.
Nov. 24—Texas at Austin.

Louisiana State University

Sept. 24—Texas Christian University at Baton Rouge.
Oct. 1—Rice Institute at Houston.
Oct. 8—Springhill at Baton Rouge.
Oct. 15—Mississippi A. & M., Place Pending.
Oct. 22—Arkansas University at Shreveport.
Oct. 29—Sewanee at Baton Rouge.
Nov. 5—South Carolina at Columbia, S. C.
Nov. 12—Centenary at Shreveport.
Nov. 26—Tulane Univ. at Baton Rouge.

University of Arkansas

Sept. 24—Hendrix College at Fayetteville.
Oct. 1—Missouri School of Mines at Fayetteville.
Oct. 8—Texas Christian U. at Ft. Worth.
Oct. 15—Baylor U. at Little Rock.
Oct. 22—La. State Univ. at Shreveport.
Nov. 5—Rice Institute at Dallas.
Nov. 12—S. M. U. at Dallas,
Nov. 18—Texas Univ. at Fayetteville.
Nov. 24—Centenary at Shreveport.

We do not have schedules from Henderson State Teachers, Louisiana State Normal and Southeastern Teachers up to time of going to press.

CENTENARY STADIUM DEDICATION

The Board of Trustees, Faculty and Students of Centenary College, and the citizens of Shreveport, rejoice today in the realization of desires long felt. We are the proud possessors of a magnificent stadium that will meet the needs of the college for years to come. The stadium idea was strongly stressed during the Citizen's Campaign, conducted some four years ago to raise funds for the college. The Shreveport Journal and the Shreveport Times, in their feature articles, stressed the need of the college for a stadium, and the advantage that it would be to the city of Shreveport.

Shortly after the close of the campaign, Mr. Arch Haynes had an interview with Dr. Sexton in which he expressed his willingness to head up a special committee to secure funds to erect a stadium. He was given full authority to proceed. After some investigation Mr. Haynes reported that it was the opinion of some that the effort to build a stadium should be postponed for a while.

In the meantime the Centenary Club, headed by Col. Dan Spurlock, composed of Alumni of Centenary and other educational institutions, and many citizens of Shreveport, kept the idea alive.

The necessity and the desire for a stadium was intensified when it became necessary for all football games to be played at the fair grounds stadium. Everyone desired the games to be played upon Centenary soil. When the need and the desire became so apparent, Mr. Arch Haynes came to the rescue again. At a meeting of a few friends invited to his office, Mr. Haynes stated that he was willing to head up a campaign if the men

(Continued on page 10)

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College Clothes, $25
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Firestone Tires are Winners, too

Like the Centenary Gentlemen, Firestone tires are winners too.

Firestone tires hold more world records and honors than all other tires combined.

And, too, you can buy Firestone tires at the lowest prices, regardless of advertised prices.

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300 Rooms of Solid Comfort
Ceiling Fans, Circulating Ice Water
Cafe, Coffee Shop

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Lyles Laundry, Inc.

1921 Market Street

"We Do Your Clothes Quicker and Better"

Over Night Service

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Centenary Stadium Dedication (Continued)

present approved and would join heartily with him. A tentative plan was worked out which was finally adopted and followed, to the effect that Mr. Haynes would be Chairman of the Stadium Committee, and he would be Treasurer and assume all responsibility without any direct liability on the college. It was planned to receive from such friends, as desired to cooperate, such donations as they felt perfectly able to give. With the funds received from that source, and with a large amount contributed by Mr. Arch Haynes, the Stadium was erected and is today a full and complete realization of the fondest dreams of the college and of its friends. But for the most liberal donation and the unselfish work of Mr. Haynes, the college or the city of Shreveport would not possess today one of the best equipped stadiums in our Southern territory.

Mr. E. I. Davis, chairman of the Building Committee, is especially deserving of credit for the time and work he put forth on this proposition, also might we mention the other members of Mr. Davis' committee: Charlie Grayson, Henry O'Neal, Bonneau Peters, W. H. Black, C. G. Rudderham, Louis Selber, Gerald Smith, Allen Graves, R. O. Marks, John Lyles, Jere Ivy, J. T. Crebbin, Allen Morris, Lamar Baker, Leonard Daniels, H. H. Norton, and A. F. Lanier.

Under the engineering skill of Mr. E. M. (Jiggs) Freeman, the technical plans for the stadium were drawn, the ideas of Mr. Haynes and those associated with him soon took form, resulting in a stadium of steel and wood that takes rank with any stadium in durability, equipment and comfort. Mr. Jere Ivy, through the courtesy of the

(Continued on page 20)

"Gentlemen, We are with you!"

As in previous years we are wishing you a most successful season. With your new stadium, fine athletes, and the people of Shreveport rooting for you, you'll win.

Remember "Gentlemen, we are with you."

MONTGOMERY WARD & CO.

"The Home of Genuine Parts"

Has the Utmost Confidence in the
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We Are Behind You to a Man.

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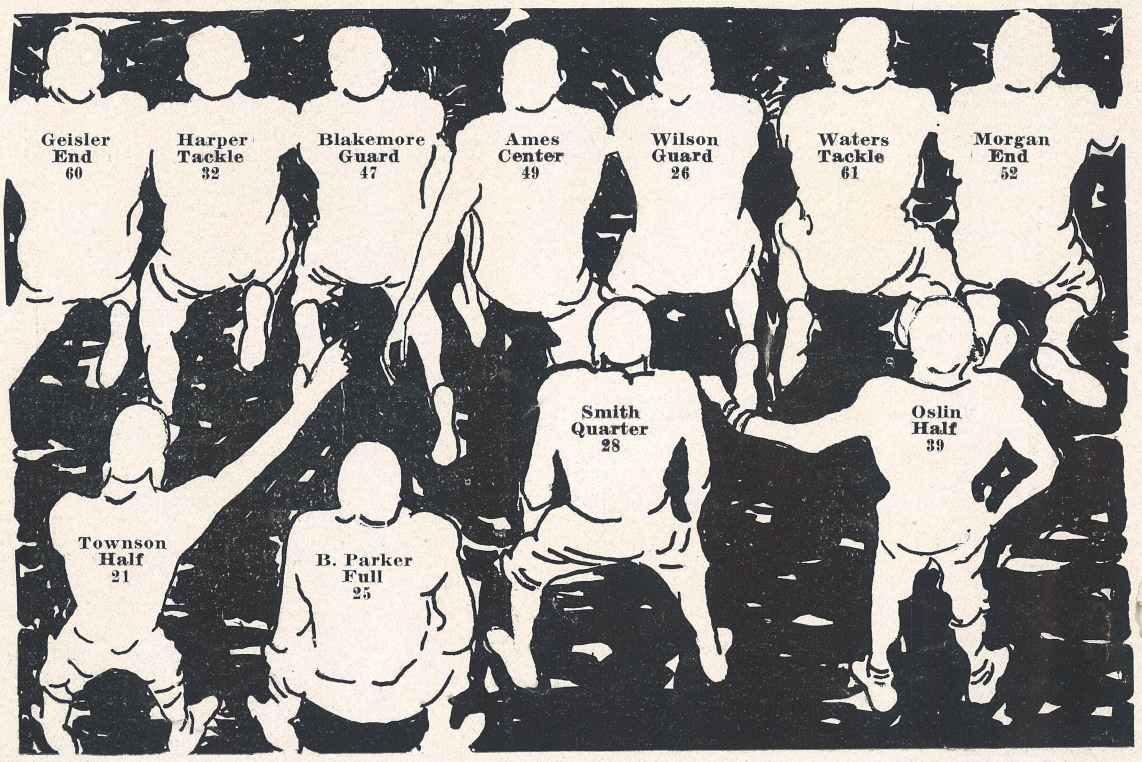
CENTENARY PROBABL



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Southern Cities
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CENTENARY		
First Downs	Touchdowns	Goals

The Well Informed Choose

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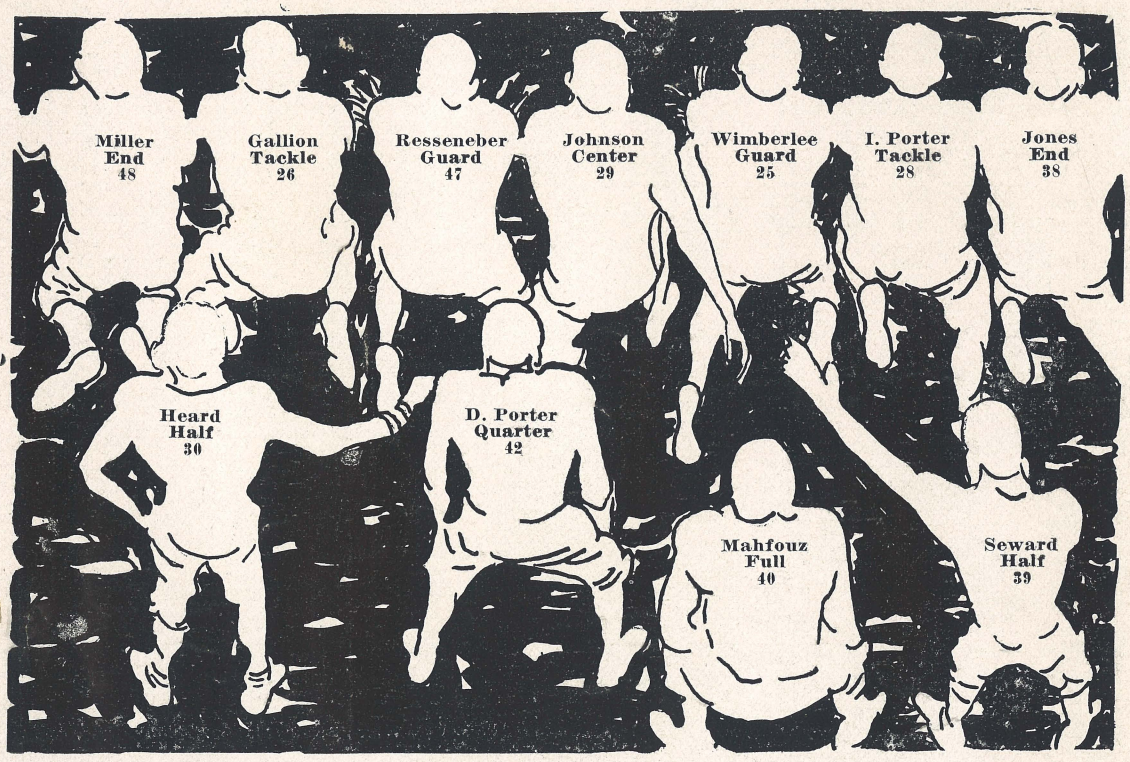
E LINE-UP

LOUISANA STATE NORMAL



KNILANS (Stout), Head Linesman

HUFF (S.M.U.), Umpire

LOUISIANA STATE NORMAL		
First Downs	Touchdowns	Goals

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"Gentlemen"

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100% Automobile Service
RENT CARS

Across Street from
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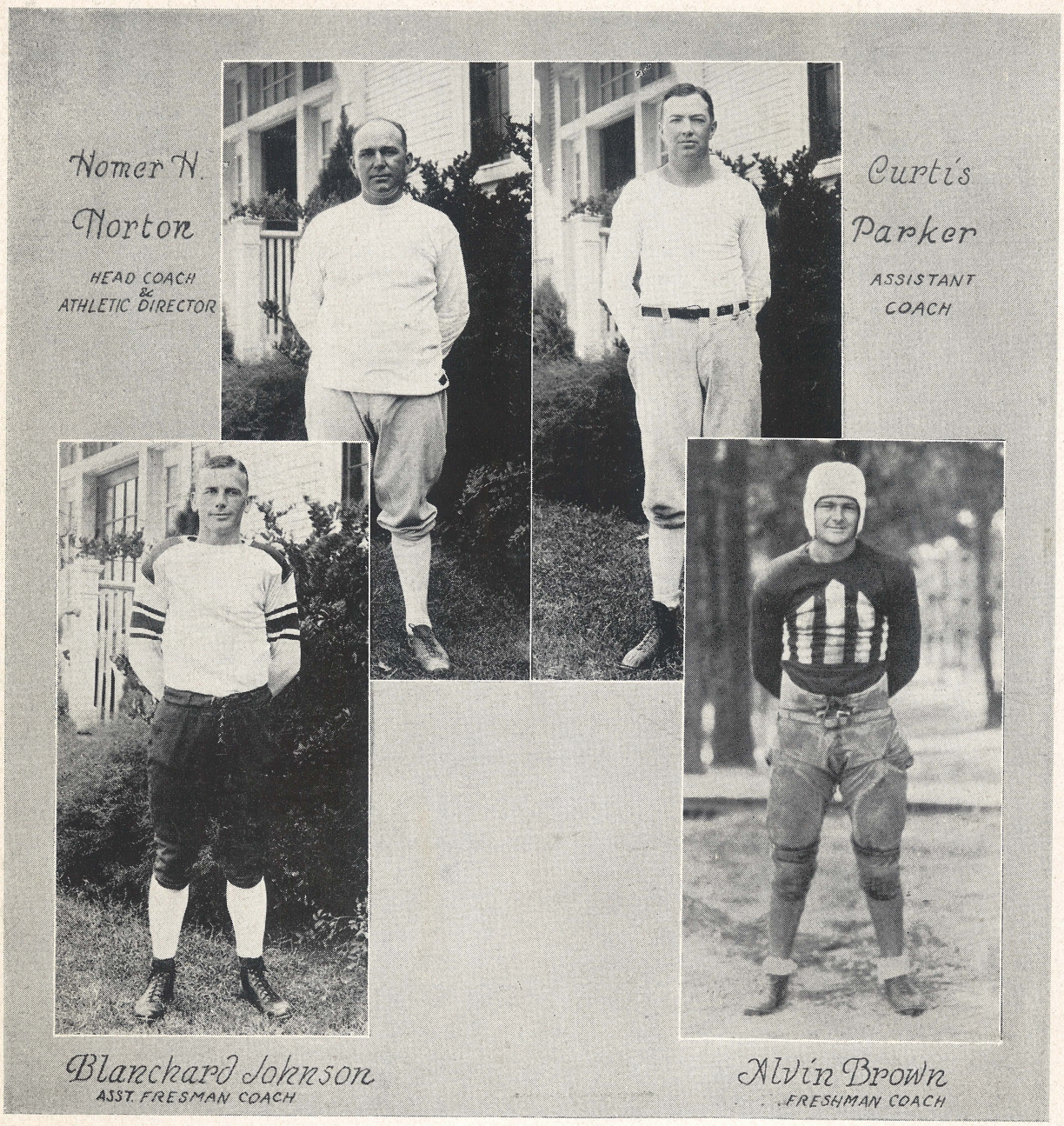
DRINK
Coca-Cola
In Bottles

Centenary College Coaches



Homer H. Norton, Athletic Director and Head Coach

Coach Norton has been connected with the Athletic Department at Centenary since 1920, and has had a big share in the development of high class athletics at the college. Since becoming Head Coach his teams have made an enviable record. Centenary's record since Norton has been with the College shows 81 per cent of the games won.

Curtis Parker, Assistant Coach

Parker joined the Centenary coaching staff four years ago, after a successful athletic career at the University of Arkansas, where he graduated. Parker has proved himself to be a capable and efficient assistant to Coach Norton.

FRESHMAN COACHING STAFF

Alvin Brown moves up to the position of head freshman coach this year. Last year Brown worked with Fred Willis. During his playing days at Centenary Brown was recognized as one of the smartest field generals that Centenary has ever produced.

Blanchard Johnson, assistant freshman coach, is serving his first year on the Centenary Coaching Staff. Johnson will be working with the freshman linemen and it is hoped that he will be able to instill some of his fine qualities on line play to his players.

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The successful game of life, like successful football games, is carefully planned in advance.

Systematic savings are a major portion of the plans. Systematic savings provide reserve strength when it is most needed.

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●And speaking of power reminds us of the new Ford V-8. You football fans, if you haven't driven this sensational new car by all means arrange for a demonstration today. You've got a thrill coming to you. No obligations for driving it.

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100 MONTHS TO PAY

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PHONE 7147 SHREVEPORT, LA.

Centenary College Roster 1932

No.	Name	Age	Ht.	Wt.	Experience	Positions
20	Glumac, Louie	21	5'10"	144	0	Back
21	Oslin, Harold	22	5'6"	145	1	Back
22	Gibbons, Preyor	23	5'6"	156	1	Back
23	Cameron, Ben	22	5'8"	156	2	Back
24	Allums, Melford	23	6'	159	2	End
25	Townson, Eddie	22	5'7"	140	1	Back
26	Wilson, Tommy	22	5'7"	167	2	Guard
28	Smith, Manning	20	5'9"	165	1	Back
29	Smith, Tom	20	5'10"	166	0	Guard
30	Burt, Pete	21	6'	230	0	Tackle
31	Levy, Milton	21	6'3"	161	0	End
32	Harper, Morse	22	6'5"	195	0	Tackle
33	Brown, Dewey	22	5'10½"	178	1	Guard
34	Barnhart, Dan	20	5'11"	178	0	Back
35	Parker, Raymond	20	6'1"	179	0	End
36	Young, Richard	22	5'11"	180	1	Center
37	Osborne, Wood	23	5'10"	160	2	End
38	Guillory, Joe	21	6'	180	0	Tackle
39	Parker, Bud	18	6'	181	0	Back
41	Story, J. B.	22	5'10"	160	0	Back
42	Sellers, Jerry	22	5'10"	162	0	Back
43	Wiedman, Chester	20	6'1"	163	0	Back
44	Williams, Fred	21	5'11"	166	0	Center
46	Matthews, Coulter	21	6'2"	158	0	End
47	Blakemore, John Henry	21	5'10"	156	1	Guard
49	Ames, Perry	23	6'2"	168	2	Center
52	Morgan, Maurice	22	5'11"	160	1	End
53	Murff, Ralph	22	5'8"	163	2	Back
55	Taylor, Theo	20	5'11"	175	2	Tackle
56	Pernici, Sam	22	5'11"	165	0	Back
58	Oliphant, Joe	23	6'	190	2	Tackle
59	Hunter, Robert	21	6'1"	195	0	Center
60	Geisler, Paul	21	6'	180	1	End
61	Waters, Robert	22	6'	192	1	Tackle

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Open Day and Night

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Dist. Columbia Bolted Steel Tanks

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When the Game is Over
the Fun is Just Starting
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Follow the Crowd on Down to the Gayest Spot in Town

The Centenary Gentlemen and the
Visiting Team
Will be Honor Guests at the

BIG FOOTBALL DANCE

In the Crystal Ballroom
TONIGHT

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How Many Business Men . . . .

. . . find their usual enjoyment of sports somewhat tempered this season with worry about business?

And just exactly what are you doing about it? Are you ASKING for business? Are you CALLING on folks?

One Shreveport business house recently called on 500 prospects in seven states for $30.00. How? Direct-mail. Printed matter. And it got results!

Scratch your head—there are facts you could send out from YOUR office that would get business. Printed facts—facts in a form that never cool off in a waiting room while the man you want to see is "dictating" or "in conference."

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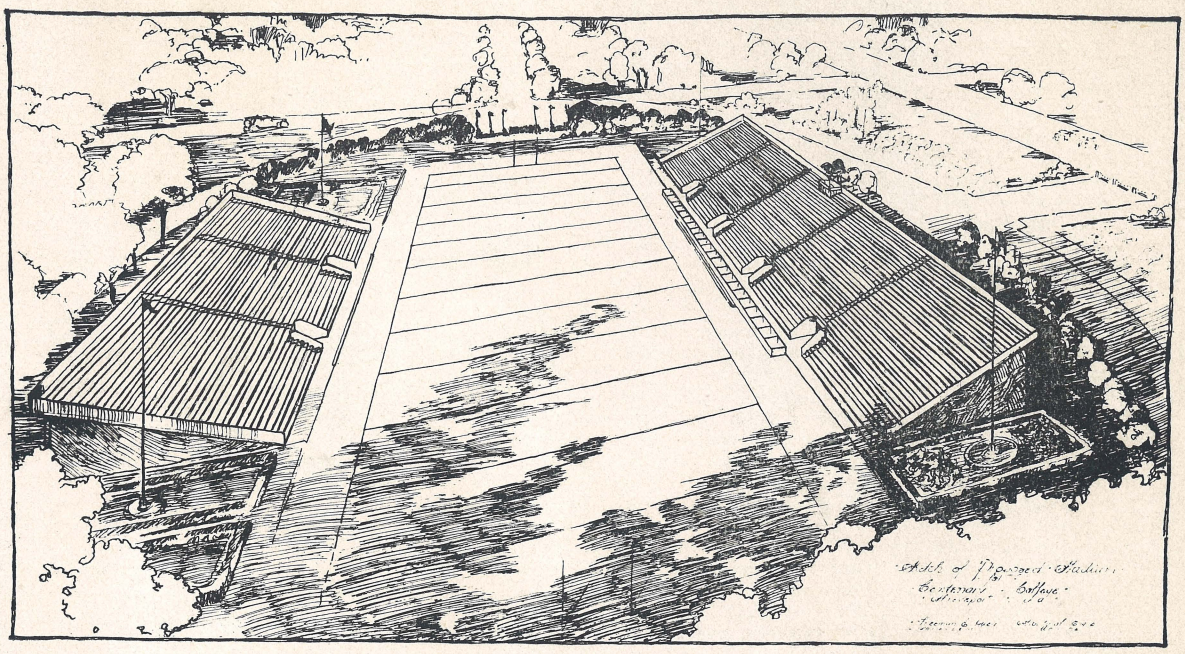

CENTENARY STADIUM

LOUISIANA STATE NORMAL ROSTER

No.		Yrs. on Team	Age	Wt.	Position
8	Joseph Howes	1	23	164	End
9	Roy Greene	1	19	170	Tackle
10	Ardner Cheshire	1	19	165	Halfback
16	Earl Loomis	1	20	162	End
17	Tom Webb	2	20	152	End
21	Jesse Boucher	1	19	152	End
25	Francis Wimberly	2	18	182	Guard
26	M. R. Gallion	1	22	184	Tackle
27	D. H. Whittington	1	19	180	Fullback
28	Anthony Porter	1	20	182	Tackle
29	Hudson Johnston	3	22	176	Center
30	George Heard	1	21	165	Fullback
32	Loy Camp	1	20	162	Center
33	Charles West	2	22	163	Tackle
34	Lawrence Young	2	18	166	Guard
35	Gaiennie Hyams	2	19	155	Halfback
36	Buddy Maxwell	1	20	158	Halfback
37	Murry Lambre	1	20	153	End
38	Carlton Jones	2	22	162	End
39	Arthur Seward	3	23	158	Halfback
40	Faize Mahfouz	2	21	157	Quarter
41	J. B. Bass	1	20	170	Fullback
42	Duke Porter	1	20	153	Quarter
43	Clarence Tullos	2	23	172	Halfback
44	Curtis Barton	1	22	172	Tackle
45	Robert Rickey	1	17	165	Halfback
46	William Ward	2	20	160	Guard
47	Owen J. Resweber	3	21	176	Guard
48	Roy T. Miller	3	20	170	End
58	Virgil Mulkey	1	21	168	Guard

COLORS: PURPLE AND WHITE

Centenary Stadium Dedication (Continued)

Standard Oil Company, acted as supervising and constructing engineer. In addition to two stands, one on the East side seating three thousand, and one on the West side seating seven thousand, there are beautifully appointed rest rooms for ladies under both stands, club houses for men, and rooms for both the home and visiting teams.

The playing field is pronounced to be the last word by those who have the right to speak. The field is, of course, of standard size. Many thousands of yards of dirt were moved in properly grading the field. 88,000 bermuda sod blocks, given by the Texas Company, were required to furnish the nearly perfect sodding of not only the field, but the entire stadium enclosure.

To complete the structure it required 103 tons of steel, 239,000 feet of lumber, three car loads of cement, and 88,000 blocks of bermuda sod. Eighty-five men were employed in the various forms of construction.

In bringing to pass the erection of this stadium complete in so short a time, a number of business concerns of the city of Shreveport contributed useful furnishings and materials; the Louisiana and Arkansas Raiway, Texas and Pacific, Kansas City Southern and M. K.-T., rendered valuable service in rapid movement of material and freight concessions.

So stands Centenary Stadium, hard by where the sleepy silver bayou gleams among the pines. The stadium indeed is beautiful for situation, and when the future plans for the beautifying of the grounds are completed it will be a beauty spot on the campus, and the pride and joy of all who love the college and the city. We all sing today:

"Forward, forward Centenary, Time and tide may fail,
But our hearts shall love thee ever—Centenary, Hail.

Those Extra Miles in

GENERAL
Dual Balloon 8

Give You Positive Tire Comfort and Economy for Many Seasons

For General Tires and Service

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Read About the Games
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Complete returns on All the big games as well as details and all the sport gossip of Shreveport's pride—
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GENTLEMEN

See every game if you possibly can
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PARIS *for Fashion*
CHESTERFIELDS
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4000 MILES For Better Taste

Aromatic Turkish tobaccos, the best kinds, are used to season Chesterfields and m[illegible] them taste better.

To make sure that Chesterfield is a mi[illegible]er cigarette, the greater part of 90 million dollars is invested in the tobaccos used in the Chesterfield blend.

Three big factories turn out millions of Chesterfields every day. They reach you just as fresh as if you went by the factory door.

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